



Contra Costa County Avoid the 25 Anti-DUI Campaign



P R E S S R E L E A S E

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This 4th of July, There's No Excuse - *"Drive Sober or Get Pulled Over"*

Martinez, CA – Every year many people head out on our nation's highways to celebrate the 4th of July at picnics, parties, parades and more. Unfortunately for many, the celebration frequently includes drinking alcohol, which too often leads to drunk driving on one of the most heavily traveled holidays of the year.

From 2010-2014, 39% of all traffic fatalities over the 4th of July holiday period occurred in alcohol-impaired driving crashes. There were 397 people killed nationally in motor vehicle crashes in 2014 over the 4th of July holiday. Of those fatalities, 41% were killed in crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher. In California during the holiday, an average of 6 people are killed and 110 are seriously injured each year.

To crack down on drunk driving this 4th of July, the Avoid the 25 anti-DUI task force will be out in force aggressively targeting those who put lives in danger. Saturation patrols will be taking place throughout the county. The Concord Police Department will also be hosting a DUI checkpoint. CHP officers will deploy a Maximum Enforcement Period during the 3-day holiday weekend with all available officers patrolling freeways and county roads.

The consequences of drunk driving are serious. Not only are impaired drivers putting their lives and the lives of others at risk, but a DUI arrest means a loss of freedom and money. That can include going to jail, losing a driver license, and paying steep financial costs of \$10,000 or more.

The Avoid the 25 recommends these tips if you plan on drinking and driving:

- Plan a safe way home before the fun begins.
- Before drinking, designate a sober driver.
- If you know someone who is about to drive or ride while impaired, take your friend's keys and help your friend make other arrangements to get safely to where he or she is going.
- If you happen to see a drunk driver on the road, don't hesitate – "Report Drunk Drivers! Call 911!"

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